



Write-On Handheld Talking Points for US Foodservice Resource Advantage Members

Competitive Advantages of the Write-On App

- A proven software application that has been around since 2002.
 - Currently installed in hundreds of restaurants around the world.
 - Runs on a variety of wireless handhelds, including on Apple's iPod touch.
 - The ONLY handheld app that:
 - Accommodates large, complicated menus as easily as short, simple menus.
 - Can be carried in and out of range of the wireless network without problems.
 - Does not detract from customer service at tableside by requiring servers to navigate endless screens of tiny buttons to find any given menu item or drink.
 - Relies on intuitive abbreviations and other simple text messaging techniques.
 - Has multiple data entry modes so users not yet comfortable with texting techniques or abbreviations can simply pick up a stylus and use the Write-On like pencil & pad.
 - Offers BoH & management features to help owners & managers stay on top of their business:
 - Remote password prompts for quick approval of protected operations (voids, comps, etc.)
 - "Fraud Alerts" and other real-time notifications triggered by configurable parameters
 - Real-time reports
 - Is available at a discount to US Foodservice Resource Advantage members.
 - See reverse for General Benefits of handheld POS and tableside payment processing.
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Competitive Advantages of the iPod touch

- Offers incredibly dependable equipment at an incredibly competitive price.
 - Can be fitted with affordable and rugged MSRs.
 - The Write-On app for the iPod touch emulates Apple's user interface and relies on the same sorts of abbreviations used in text messaging. In other words, users familiar with the iPhone or iPod Touch can easily master the Write-On app.
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FAQs

Do I need a Restaurant Manager license to use the Write-On Handheld?

Yes, a Restaurant Manager license is required to use the Write-On app. Existing Restaurant Manager users licensed to use v17 or later may enhance their license with the Write-On app.

How much does a Write-On Handheld POS System cost?

The variables that control the cost of a Write-On Handheld POS System include: the number of seats in your restaurant, the size of your staff, the complexity of your menu, whether you plan to process payments at tableside, and the area to be covered by a wireless network. In general, the price on a Write-On POS system will be about 10% higher than whatever Touchscreen POS system might be installed at the same restaurant.

NOTE: The Write-On Handheld POS System is available at a discount to US Foodservice Resource Advantage members.

Taking Orders at Tableside Increases Revenues and Reduces Costs

Increases Revenues

■ Faster Service

Servers can send drinks and appetizers to prep printers before they even finish taking an order. Getting items to the table quickly makes customers more likely to order a second round of drinks or dessert, resulting in a higher average spend. When servers have real-time access to 86'd items and other messages from the kitchen, time is not lost correcting orders after the fact.

■ Fewer Missed Sales

Servers spend more time on the floor, less time lining up at a POS Station to enter an order they've already jotted down once. When servers are close by, customers are more likely to order a second round of drinks or desserts & coffee, etc.

■ More Up-Selling Opportunities

Prompts and forced modifiers help servers suggest items resulting in a higher average spend.

■ Increased Table Turns

When food and drinks are served more quickly, customers finish their meal in less time. When payments are processed right at tableside, customers need not wait for their credit card to be returned. Space once taken by fixed POS Stations can be used to add more tables.

Reduces Costs

■ Less Fraud & Wastage

Managers carrying a Write-On Handheld can get an alert anytime they are needed to authorize a password protected operation. Permissions can be sent directly from the handheld device. They also receive automatic "Fraud Alerts" that are triggered when pre-defined conditions are met, such as excessive voids, item deletions, check re-prints, etc.

■ Fewer Errors & Comps

Prompts and forced modifiers ensure that servers always ask about cooking instructions and side dishes. Items are never left off the check because a harried waiter tried to shortcut the line at the POS Station. Servers are prevented from ordering items that have been 86'd.

■ Reduced Labor Costs

More tables can be assigned to each server without compromising service because the Write-On shaves 2 -10 minutes off time spent inputting orders at a fixed POS, and fewer servers means lower labor costs.

■ Less Training Time

With easy access to the entire menu, including daily specials, servers need not memorize the menu to be effective. With an intuitive user interface that emulates the UI of Apple devices like the iPhone and the iPod touch, servers master the Write-On app with very little training.

■ Improved Server Retention

With fewer servers working, not only do labor costs go down but tip earnings go up, making for a more satisfied workforce.

■ Greener Business Practices

Typically a system of 5 fixed POS Stations can be replaced by 2 fixed stations and 8 to 10 handhelds, resulting in 10Kw hour energy savings per day. Consumption of pencils & pads is reduced to almost nothing.

Benefits of Tableside Payment Processing

Increases Revenues

■ Improved Customer Service

Customers love it when they can pay their check without losing sight of their credit card. They appreciate the protection against identity theft and - when they're in a hurry -- are glad to skip the wait for their credit card to be returned. Restaurants no longer need to hassle with storing credit cards that customers accidentally leave behind.

■ Faster Table Turns

Tables are freed up more quickly when customers don't have to stay at the table waiting for their credit card to be returned.